



# **CELEBRATING THE NZ PACKAGING STORY**

# \$3.9Billion **Annual industry** sales supports:

- ► \$32Billion Agribusiness exports
- ▶ **\$18**Billion Merchandise exports
- ▶ \$58Billion Domestic trade

Packaging – the value multiplier in our global supply chains



It's a true story of productivity, innovation, value add and sustainability

Packaging – It's a real **NZ Value Creator and** an industry that adds huge sustainable value

# \$3.9b **Annual industry sales**

i.e. more value than the combined exports from horticulture and seafood sectors



**Enables efficient** 

(pack configuration)

Physically protects

the product through

**Enables food safety** 

and food freshness

Reduces waste

exports)

(particularly in food

the value chain

supply chain logistics











**Enables supply** chain traceability and supports

**Enables point of sale** communication with retailers and supply chain partners (replenish signal etc)

product authentication

Reduces counterfeit sales Promotes unique brand and product attributes at the point of sale

Communicates critical supply chain transaction information (for shipping border access etc)

Communicates critical post purchase information (safety, use, age, recycle)

Enables point of sale communication with customers (QR Code etc for authentication)

**Delivers customer** experience of at home storage and consumption

OF NZ's GDP

**EMPLOYEES** 

1 TONNE OF PACKAGING HAS THE VALUE OF

**PACKAGING** 

**AN EXPORT LOG** 

\$2,700 \$1,165 EXPORT LOG \$466

**PACKAGING CONTENT OF EXPORTS IS WORTH** 

were worth \$2.1b)

The raw material for packaging can potentially be continually recycled

#### **PRODUCTIVITY**

**Increasing** production and value per employee

**Decreasing** resources per tonne of good sold

AN INDUSTRY PACKING A HIGH VALUE PUNCH

### 5 changes that are **ADDING** value today:

- 1. Recycling & recovery of materials allows for efficient allocation of materials
- 2. User-friendly design enhances product sales potential
- 3. Enhances product strength & durability thus enabling cost reductions and furthering the shelf life of products
  - 4. Adaptive and agile production
  - 5. Retail and consumer ready packaging

# PACKAGING TOMORROW

AN INDUSTRY THAT WILL REDEFINE CONSUMER EXPERIENCE

### 5 trends that will **MULTIPLY** the value add:

- 1. Hyper-Functional form and consumer friendly design increases user engagement
- 2. Nanobiotechnology trackers and sensors (applications for food quality, safety and biosecurity)
- 3. 3D Printing enabling maximum and instantaneous adaptability of products
- 4. Upcycling (designed for repurposing into new consumer products)
- 5. Technology-embedded in packaging (for example GPS embedded nto packaging enables drone deliverability and the addressability of goods.)



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